AUGUST 29, 1988

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

GRIMES LEAVING ESPN

DOLAN DOES A DEAL

FIGURING BUY RATES

UAE SETS UP SHOP

SAY HELLO TO H.I.

THE BIG STORY IN HARDWARE: SEEING THE FULL POTENTIAL OF PPV

im·pulse *n* [L *impellere* to impel] **1.** the act of driving onward with sudden force **2.** a sudden spontaneous inclination or excitement to some usually unpremeditated action

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FRONT LINE

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In many minds he was ESPN, but now Bill Grimes is leaving to head up Univision, the Spanish broadcasting and cablecasting subsidiary of Hallmark Cards. Returning from a seven-month stint at parent ABC, Roger Werner will take the reins of the sports channel.

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COVER STORY

Impulse advances 40
As talk of HDTV and fiber optics whets the appetite for a new age in video communications, the most visible sign that that era is dawning can be seen in the rush to roll out "true impulse" pay-per-view. It's coming, and it's big.

Between the Lines

Daniels' message deserves rereading

The two or three hundred admirers who attended the recent Bill Daniels roast in Denver had loads of fun laughing at the barbs directed at the man who is called the father of the cable industry. Stewart Blair was especially sharp-witted in recounting Daniels' legendary romantic tendencies. But even as we chuckled at the exploits of Wild Bill, another side of the man was coming through in a Forum column he wrote for the July 4 issue of *CableVision*.

The thoughts he had expressed then returned to mind as we were putting together an update on the merger that will see Daniels leave cable system ownership within a few weeks (p.32). The philosophy he advanced in that article deserves a second reading, and here it is, shortened somewhat to fit this space:

"Cable is leading America's communications revolution. We're the fastest-growing media industry and we've literally changed the face of television for every viewer. But in some areas, we've still got some catching up to do.

"We do at best an average job of creating and perpetuating a positive presence in the very communities that support us. We fall short in deserving community praise. Even so, we're doing pretty well as it is. Our penetration levels are at record highs. We're generating operating margins unheard of in other businesses. Our shareholders love us. But our customers still wonder about our level of commitment.

"Even in today's modernized global village of instant media—in an age when we can find out who wins a federal election before they shut down the polls in California—people exhibit profound and lasting ties for their own community. They are proud of their shopping centers. They carefully read their local newspaper. They are concerned whether the elementary school is doing the best possible job. They count any potholes.

"Believe me, people want to feel that the company whose product enters their living room every day through a coaxial wire—a company that regularly asks for a portion of their paycheck—demonstrates more than a little concern for their community.

"Like a human being, a cable company should grieve when a cherished leader dies, celebrate when a high school gymnast wins a collage scholarship, contribute to a neighborhood revitalization project. If the cable company cares, the community begins to reciprocate. Residents may not be so quick to place blame when a NBA game on TBS is marred by a brief signal failure. Indeed, they may begin writing letters complimenting your service. They may pay more attention to the system's advertising messages. And eventually, they'll become more loyal customers.

"Many corporations and systems within our industry—and many of you individually—have made a big difference in the lives of those less fortunate than ourselves by making charitable donations. This is an important part of community involvement. Volunteering your time, giving surplus equipment and using the cable system as a communications vehicle are other obvious ways to help.

"Community service won't necessarily boost your market penetration or cash flow—at least not right way. But if you look a bit deeper, I think you'll realize the longer term benefits to your business. I'm convinced that when you put something back into the community, ultimately you benefit...personally and in terms of business."

—Steve Tuttle
Editor, Associate Publisher

CableVision

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ABP BPA

MSG, Dolan fighting a basic battle

By Wayne Friedman

NEW YORK—Madison Square Garden Network and Cablevision Systems are at odds in a dispute that could end up displeasing about 200,000 New York Knicks basketball and Rangers hockey fans.

Cablevision is warning that it may drop MSG when its five-year contract expires Sept. 14, not because of price but because the parties disagree on how the regional sports service should be marketed to subscribers.

According to Jim Kolfalt, president of operations for Cablevision Systems, MSG is demanding that it be carried on basic over the MSO's systems in the area, or not at all.

Even though almost all of MSG's 2.5 million subscribers receive the service as a basic, Cablevision's philosophy has been to price MSG Network as a pay, Kolfalt said, because it commands the highest wholesale price of all basic services—about 60 cents to 75 cents a sub/month. Cablevision Chairman Charles Dolan said that in the New York marketplace, where teams demand high rights fees, all sports channels should be sold as pays, as Cablevision does with its own SportsChannel New York. MSG carries all Knicks and Rangers home games and many of their road appearances.

Cablevision executives said they don't believe MSG should be offered on basic, because the high cost of the network should not be passed on to all subscribers, some of whom are not sports fanatics. "Those who like sports shouldn't subsidize those who don't," Kolfalt said.

Complicating the cost debate are questions about subscriber interest, Cablevision officials said. Even though about 30 percent of Cablevision's 500,000 New York metro subscribers take a premium tier containing MSG, far fewer are interested in MSG's two main attractions. "No more than 15 percent of our subscribers have an interest in the Knicks and Rangers," said Dolan. But Robert Gutkowski, executive vice president of MSG Communications Group, which owns MSG Network, counters that asking subs to spend up to $44 dollars a month in order to receive the network keeps interest low.

Gutkowski doesn't disagree that MSG is expensive, but he said that comes with the territory. "Our programming is more important, more proprietary (to the local market)," he said.

But Gutkowski said the main point is that even though the service is sold to all operators as basic, and usually is transmitted to homes that way, Cablevision buys it as a basic and sells it as a pay. And while most pay services split fees with operators, Cablevision does not, he said.

Gutkowski said MSG's current rate card is 80 cents/sub/month, a rate MSG receives from Cablevision for 600,000 basic subs, even though a third of those subs actually get MSG. He said MSG receives an extra half-cent per sub/month per event from Cablevision because it is offered as a pay, an incremental charge Gutkowski said is minimal.

If MSG were offered on basic, "we wouldn't get an extra penny" from Cablevision, Gutkowski said. On the other hand, he said, by distributing MSG as a pay, Cablevision reaps roughly $10-$12 a sub/month in income which isn't split with MSG.

Cablevision is unhappy that MSG wants to include a provision in the next carriage contract that triggers an amendment should MSG procure another big sports franchise. George Steinbrenner, majority owner of the New York Yankees, has the option to buy out the remainder of his contract with SportsChannel for Yankee games next year. It's been rumored that he's considering putting the Yankees on rival MSG. If MSG were to get the Yankees, says Kolfalt, Cablevision would then be required to pay higher license fees. "That's like asking for a blank check," he said.

MSG officials said they believe that Cablevision has adopted a tough bargaining position because of the competition between MSG and SportsChannel for local sports. "If we have fewer subscribers, we wouldn't be able to pay as much for the rights to the Yankee games," Gutkowski said. He said those contract discussions could start this November if Steinbrenner exercises his buyout option.

This isn't the first time MSG and Cablevision have exchanged sharp words. In the late '70s, the MSO didn't carry the regional sports network for similar reasons. Extra monies were agreed to, and MSG came back as a pay service.

Although contract talks are stalled, for the moment, Gutkowksi offers some hope, possibly a willingness to make some compromise. "This is not Sept. 14," he said. ■

Top Basic Cable Network Sports Programs
August 8-14

	Date	Program	Net	Rating	Homes
1.	8/14	NFL Preseason: Steelers-Eagles	ESPN	4.9	2,342,000
2.	8/8	Baseball: Braves-Giants	WTBS	2.5	1,126,000
3.	8/10	Baseball: Braves-Padres	WTBS	2.5	1,113,000
4.	8/14	SportsCenter	ESPN	2.4	1,147,000
5.	8/12	Baseball: Braves-Reds	WTBS	2.4	1,064,000
6.	8/13	Baseball: Braves-Reds	WTBS	2.2	979,000
7.	8/14	Nascar Winston Cup Race	ESPN	2.0	956,000
8.	8/12	Top Rank Boxing	ESPN	2.0	956,000
9.	8/12	PGA Championship	ESPN	1.8	860,000
10.	8/14	Baseball: Braves-Reds	WTBS	1.8	818,000

Source: Nielsen HomeVideo Index

PROGRAMMING/Pay-Per-View Supply Chart

August

Action Jackson (8/1) — Source: Lorimar
MPAA Rating: R — Running Time: 96.58 mins.
Cast: Carl Weathers, Vanity.

Brain Damage (8/11) — Source: Paramount
MPAA Rating: R — Running Time: 84 mins.
Cast: Rich Herbst, Gordon McDonald, Jennifer Lowry.

Bugs Bunny Superstar (8/1) — Source: MGM/UA
MPAA Rating: G — Running Time: 91 mins.
Cast: Animated.

D.O.A. (8/19) — Source: Touchstone
MPAA Rating: R — Running Time: 96 mins.
Cast: Dennis Quaid, Meg Ryan.

Eddie Murphy "Raw" (8/11) — Source: Paramount
MPAA Rating: R — Running Time: 91 mins.
Cast: Eddie Murphy.

Full Metal Jacket (8/5) — Source: Warner Bros.
MPAA Rating: R — Running Time: 116 mins.
Cast: Matthew Modine, Adam Baldwin, Vincent D'Onofrio.

Hello Mary Lou: Prom Night II (8/1) — Source: S. Goldwyn
MPAA Rating: R — Running Time: 96 mins.
Cast: Michael Ironside, Wendy Lyon.

High Tide (8/30) — Source: HBO Enterprises
MPAA Rating: PG13 — Running Time: 104 mins.
Cast: Judy Davis, Jan Adale.

The Howling III (8/1) — Source: Vestron
MPAA Rating: PG13 — Running Time: 94 mins.
Cast: Barry Otto, Imogen Annesley, Max Fairchild.

The Manchurian Candidate (8/19) — Source: MGM/UA
MPAA Rating: PG13 — Running Time: 128 mins.
Cast: Frank Sinatra, Laurence Harvey.

Moving (8/24) — Source: Warner Bros.
MPAA Rating: R — Running Time: 89 mins.
Cast: Richard Pryor, Randy Quaid, Beverly Todd.

September (8/1) — Source: Orion
MPAA Rating: PG — Running Time: 82 mins.
Cast: Mia Farrow, Denholm Elliott, Diane Wiest, Jack Warden.

68 (8/1) — Source: HBO Enterprises
MPAA Rating: R — Running Time: 99 mins.
Cast: Eric Larson, Sandor Tesci, Robert Locke, Neil Young.

A Tiger's Tale (8/11) — Source: Paramount
MPAA Rating: R — Running Time: 91 mins.
Cast: Ann-Margaret, C. Thomas Howell, Charles Durning.

The Trouble With Spies (8/1) — Source: HBO Enterprises
MPAA Rating: PG — Running Time: 85 mins.
Cast: Donald Sutherland, Ruth Gordon, Lucy Gutteridge.

Wall Street (8/1) — Source: 20th Century-Fox
MPAA Rating: R — Running Time: 126 mins.
Cast: Michael Douglas, Charlie Sheen, Daryl Hannah.

You Can't Hurry Love (8/27) — Source: Vestron
MPAA Rating: R — Running Time: 91 mins.
Cast: Sally Kellerman, Charles Grodin, Kristy McNichol.

September

Batteries Not Included (9/15) — Source: Universal
MPAA Rating: PG — Running Time: 102 mins.
Cast: Hume Cronyn, Jessica Tandy.

Coming Up Roses (9/1) — Source: Shouras
MPAA Rating: PG — Running Time: 90 mins.
Cast: Dafydd Hywel, Iola Gregory.

18 Again (9/15) — Source: HBO Enterprises
MPAA Rating: PG — Running Time: 120 mins.
Cast: George Burns, Charlie Schlatter, Tony Roberts.

Empire of the Sun (9/21) — Source: Warner Bros.
MPAA Rating: PG — Running Time: 152 mins.
Cast: John Malkovich, Miranda Richardson, Nigel Havas.

Half of Heaven (9/1) — Source: Shouras
MPAA Rating: NR — Running Time: 124 mins.
Cast: Angela Molina.

The Milagro Beanfield War (9/15) — Source: Universal
MPAA Rating: R — Running Time: 118 mins.
Cast: Sonia Braga, Ruben Blades, Melanie Griffith.

Planes, Trains and Automobiles (9/15) — Source: Paramount
MPAA Rating: R — Running Time: 93 mins.
Cast: Steve Martin, John Candy.

Police Academy 5: Assignment Miami Beach (9/28) — Source: Warner Bros.
MPAA Rating: PG — Running Time: 90 mins.
Cast: G.W. Bailey, Bubba Smith, Janet Jones.

Promised Land (9/17) — Source: Vestron
MPAA Rating: R — Running Time: 96 mins.
Cast: Kiefer Sutherland, Tracy Pollan, Meg Ryan.

Student Affairs (9/17) — Source: Vestron
MPAA Rating: * — Running Time: 92 mins.
Cast: Louie Bonanno, Jim Abele.

The Telephone (9/1) — Source: HBO Enterprises
MPAA Rating: R — Running Time: 97 mins.
Cast: Whoopi Goldberg, Elliott Gould, John Hurt.

Traxx (9/17) — Source: HBO Enterprises
MPAA Rating: R — Running Time: 84 mins.
Cast: Shadoe Stevens, Priscilla Barnes, Willard Pugh.

White of the Eye (9/15) — Source: Paramount
MPAA Rating: R — Running Time: 111 mins.
Cast: David Keith.

Note: Running times are approximate.
NR indicates film not rated by MPAA.
* Unavailable at presstime.

Film information provided to International Thomson Communications Inc. by distributors.

Pay-Per-View Services Profile

	LAUNCH	DELIVERY	ENCRYPTION	PROGRAMMING	ADDRESSABLE SUBSCRIBERS
Cable Video Store	April 1, 1986	Galaxy I, tr.5	VideoCipher II	Movies, how-to's, special events.	1,000,000
Home Premiere Television	December 4, 1987	Galaxy III, tr. 16	VideoCipher II	Movies and special events.	1,400,000
Playboy On Demand	September 1, 1987	Satcom IV, tr.24	VideoCipher II	Original Playboy programs and adult motion pictures.	1,000,000
Request Television	November 27, 1985	R-1: Satcom III-R, tr. 19 R-2: Satcom III-R, tr. 4	VideoCipher II	Two channels offering movies and special events.	3,300,000
Tuxedo Network	December 1, 1987	Galaxy II, tr. 10	VideoCipher II	Adult movies and special events.	200,000
Viewer's Choice	November 26, 1985	VC-1: Galaxy III, tr. 21, VC-2: Galaxy III, tr. 18	VideoCipher II	Two channels of movies and special events.	3,200,000
Zap! Movies	June 5, 1986	Spacenet II, tr.1,3,11,23	VideoCipher II	Channel 1: movies. Channel 2: cult movies and video rental favorites. Channel 3: additional plays of Chs. 1/2 titles. Channel 4: previews and barker information.	60,000

Cable network ad performance

June 1988 billings	June 1987 billings	Year-to-year dollar change	Year-to-year percent change
$47,889,258	$50,022,422	-$2,133,164	-4.3%

Top 10 cable net sponsors/June 1988

1. Procter & Gamble	$2,662,599	6. Clorox	$ 957,785
2. Philip Morris	1,843,919	7. Time Inc.	918,744
3. Anheuser-Busch	1,408,579	8. Schering-Plough	900,560
4. General Mills	1,355,866	9. RJR Nabisco	800,687
5. Eastman Kodak	1,160,673	10. Gillette	748,535

Top 10 sponsors/2nd Quarter 1988

1. Procter & Gamble	$14,146,430	6. RJR Nabisco	$ 6,156,088
2. Philip Morris	11,892,953	7. Eastman Kodak	6,076,831
3. General Mills	8,559,534	8. Chrysler	5,695,750
4. Anheuser-Busch	8,550,447	9. Mars Inc.	5,021,601
5. Time Inc.	7,824,133	10. Gillette	4.719,942

Source: Broadcast Advertising Reports data; figures represent combined billings of CBN, CNN, ESPN, MTV, USA and Superstation TBS

	2nd Qtr. 1988 billings	2nd Qtr. 1987 billings	Year-to-year dollar change	Year-to-year percent change
CBN	$ 8,643,027	$15,954,008	-$7,098,019	-44.5%
CNN	26,424,352	21,879,365	4,544,987	20.8%
ESPN	28,468,804	26,482,242	1,986,562	7.5%
MTV	20,728,252	19,710,677	1,017,575	5.2%
USA	25,983,804	17,647,344	8,336,460	47.2%
TBS	59,717,708	52,307,800	7,409,908	14.2%

Source: Broadcast Advertising Reports data

Subscriber universe estimates

	Total TV households	Cable TV households	Cable percent of TV households
A.C. Nielsen	88,600,000	47,042,470	52.8%
Arbitron	88,812,800	45,886,600	51.7%
Paul Kagan Associates	88,970,000	44,030,000	49.4%

Subscriber numbers as of July 1988
Nielsen figures include Alaska and Hawaii

Top 100 MSO's

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc.	5,182,790	(8/88)
2.	American Television & Communications Corp.	3,780,000	(5/88)
3.	Continental Cablevision	2,228,000	(4/88)
4.	Storer Cable Communications	1,488,534	(5/88)
5.	Warner Cable Communications	1,454,989	(5/88)
6.	Cox Cable Communications	1,441,549	(5/88)
7.	Comcast	1,383,724	(3/88)
8.	United Cable	1,210,426	(5/88)
9.	Viacom Cable	1,097,000	(6/88)
10.	Newhouse Broadcasting	1,078,336	(6/88)
11.	Cablevision Systems Corp.	1,070,861	(6/88)
12.	Heritage Communications	1,067,541	(5/88)
13.	Jones Intercable	1,019,871	(9/88)
14.	Times Mirror Cable TV	993,541	(4/88)
15.	Sammons Communications	841,687	(5/88)
16.	UA Cablesystems	814,613	(6/88)
17.	Century Communications Corp.	715,000	(8/88)
18.	Paragon Communications	677,400	(4/88)
19.	Cooke Cablevision	635,000	(8/88)
20.	Adelphia Communications	611,590	(9/88)
21.	Cablevision Industries	599,376	(7/88)
22.	Centel Cable	546,332	(8/88)
23.	Telecable Corp.	545,361	(8/88)
24.	Rogers Cablesystems Inc.	539,708	(12/87)
25.	Falcon Cable TV	526,000	(8/88)
26.	Daniels & Associates	525,117	(4/88)
27.	Scripps-Howard	475,000	(8/88)
28.	Wometco Cable TV	429,982	(5/88)
29.	Prime Cable	422,443	(5/88)
30.	Post-Newsweek Cable	391,000	(8/88)
31.	Tele-Media	384,648	(5/88)
32.	Multivision Cable TV	381,627	(4/88)
33.	TCA Group	337,996	(1/88)
34.	Lenfest Group	327,378	(4/88)
35.	Maclean Hunter Cable TV	322,225	(4/88)
36.	WestMarc Communications	318,068	(6/88)
37.	Multimedia Cablevision	313,167	(4/88)
38.	Rifkin & Associates	300,200	(5/88)
39.	Colony Communications	262,457	(6/88)
40.	Western Communications	259,396	(5/88)
41.	TKR Cable	251,056	(7/88)
42.	Star Cablevision Group	245,950	(6/88)
43.	Simmons Communications	235,000	(8/88)
44.	Communications Services	225,000	(4/88)
45.	Cencom Cable	224,052	(5/88)
46.	Service Electric Cable TV Inc.	220,000	(8/88)
47.	Taft Cablepartners	207,880	(6/88)
48.	Hauser Communications	199,141	(4/88)
49.	Greater Media	170,558	(6/88)
50.	Harron Communications	164,389	(5/88)
51.	Media General	164,200	(6/88)
52.	Columbia International	161,343	(4/88)
53.	Sutton Capital Group	158,463	(8/88)
54.	Palmer Communications	151,221	(8/88)
55.	U.S. Cable Corp.	146,242	(6/88)
56.	Armstrong Utilities	146,203	(5/88)
57.	McDonald Group	142,548	(4/87)
58.	Triax Communications	141,000	(6/88)
59.	Insight Communications	140,000	(8/86)
60.	Summit Communications	130,108	(6/88)
61.	Cable Systems USA	129,078	(4/88)
62.	Sonic Communications	116,656	(6/88)
63.	King Videocable	116,086	(5/88)
64.	Breman Communications	115,237	(8/88)
65.	Northland Communications	115,236	(4/88)
66.	Booth Communications	111,000	(8/88)
67.	Susquehanna Broadcasting	108,486	(6/88)
68.	Midcontinent Cable Systems Co.	102,672	(5/88)
69.	United Video Management	97,000	(5/88)
70.	Omega Communications	90,500	(3/88)
71.	Coaxial Communications	90,363	(8/88)
72.	WEHCO Video	90,038	(8/88)
73.	Pencor Services	87,077	(8/88)
74.	Selkirk Communications	74,428	(8/88)
75.	Enstar Communications	70,097	(4/88)
76.	Rock Associates	67,802	(5/88)
77.	Chambers Communications Corp.	63,000	(8/88)
78.	Mountain Cable Co.	61,246	(8/88)
79.	Cardinal Communications	58,000	(8/88)
80.	Gilbert Media	58,000	(8/88)
81.	Hearst Communications Of California	56,003	(8/88)
82.	C-TEC Cable Systems	52,347	(6/88)
83.	State Cable TV	52,939	(3/88)
84.	Joseph Gans Cable TV	52,000	(4/88)
85.	Douglas Communications	50,741	(3/88)
86.	Helicon Corp.	50,000	(3/88)
87.	New England Cablevision	49,586	(6/88)
88.	Bachow & Elkin Communications	49,142	(6/88)
89.	Galaxy Cablevision	48,500	(4/88)
90.	Prestige Cable TV Inc.	48,434	(5/88)
91.	Telesat Cablevision Inc.	47,755	(4/88)
92.	Donrey Media Group	45,869	(5/88)
93.	CableAmerica	42,337	(5/88)
94.	Leonard Communications	42,178	(8/88)
95.	CableSouth Inc.	41,390	(5/88)
96.	Acton Corp.	38,500	(12/87)
97.	Countryside Cable	35,000	(2/88)
98.	ParCable	34,342	(6/88)
99.	James Cable Partners	34,000	(8/88)
100.	Mickelson Media	30,511	(7/88)

Subscriber counts are provided by MSOs and systems to *CableVision*. Figures will be updated quarterly unless information is provided by MSOs or systems. Send updates to *CableVision*, Attention: Cable Stats, 432 Park Avenue So., Ste. 1010, New York, NY 10016.

Top 100 Systems

Rank	Location	Operator	Basic subs		
1.	Woodbury (Long Island), NY	Cablevision Systems Corp.	304,559	(6/88)	
2.	San Diego, CA	Cox Cable	284,343	(3/88)	
3.	Manhattan, NY	ATC	245,000	(3/88)	
4.	San Antonio, TX	Rogers Cablesystems	231,894	(12/87)	
5.	East Orange, NJ	Maclean Hunter	209,117	(5/88)	
6.	Puget Sound, WA	Viacom	203,000	(6/88)	
7.	Honolulu, HI	ATC	194,000	(3/88)	
8.	Phoenix, AZ	Times Mirror	191,126	(4/88)	
9.	Houston, TX	Warner Cable	189,104	(6/88)	
10.	Hartford/Plainville/Vernon, CT	United Cable	172,289	(5/88)	
11.	Chicago (suburbs)	Continental	168,000	(4/88)	
12.	Wayne, NJ	UA Cablesystems	166,341	(6/88)	
13.	Louisville/Jeff. Co., KY	Storer Communications	163,722	(5/88)	
14.	Englewood, CO	United	161,002	(5/88)	
15.	Rochester, NY	ATC	161,000	(6/88)	
16.	Cincinnati, OH	Warner	158,929	(5/88)	
17.	Hampton Roads, VA	Cox Cable	158,003	(3/88)	
18.	Fairfax, VA	Media General	154,000	(6/88)	
19.	Atlanta, GA	Prime Cable Corp.	153,557	(3/88)	
20.	Jacksonville, FL	Continental Cablevision	153,000	(4/88)	
21.	Tulsa, OK	United	152,287	(5/88)	
22.	Connecticut Complex	Cablevision Co.	147,322	(6/88)	
23.	Cherry Hills, NJ	NYT	145,075	(7/87)	
24.	Orlando,FL	ATC	143,500	(6/87)	
25.	San Jose/Campbell, CA	Gill Cable	137,942	(5/88)	
26.	Kansas City, MO	ATC	137,000	(12/87)	
27.	Baltimore County, MD	Comcast	136,096	(6/88)	
28.	Upper Manhattan, NY	Paragon Cable	136,000	(4/88)	
29.	Buffalo, NY	Adelphia Communications	132,801	(3/88)	
30.	Charlotte, NC	ATC	128,000	(3/88)	
31.	St. Louis Co., MO	Cencom Cable	127,476	(6/88)	
32.	Memphis/W. Memphis, TN	ATC	126,000	(12/87)	
33.	San Francisco, CA	Viacom	123,000	(6/88)	
34.	Pompano, FL	Continental	123,000	(4/88)	
35.	San Diego, CA	ATC	121,000	(3/88)	
36.	Long Island, NY	Viacom	120,700	(3/88)	
37.	Austin, TX	ATC	119,000	(3/88)	
38.	Seattle, WA	TCI	112,500	(12/87)	
39.	Warner, NJ	TKR	112,116	(7/88)	
40.	Toledo, OH	Blade Communications	108,861	(5/88)	
41.	Dallas, TX	Heritage	107,680	(5/88)	
42.	Southeast Michigan	Comcast	104,803	(6/88)	
43.	San Juan, PR	Multivision Cable	104,757	(12/86)	
44.	Grand Rapids, MI	UA Cablesystems	103,061	(6/88)	
45.	Wilmington, DE	Heritage	103,255	(5/88)	
46.	Jefferson Parish/Kenner, LA	Cox Cable	101,919	(3/88)	
47.	Pinellas County, FL	Vision Cable	100,614	(6/88)	
48.	Tacoma, WA	Viacom	99,000	(6/88)	
49.	Raleigh/Durham, N.C.	ATC	98,000	(3/88)	
50.	Indianapolis, IN	Comcast	97,790	(6/88)	
51.	Escondido, CA	Times Mirror	96,519	(4/88)	
52.	Richmond, VA	Continental	94,584	(4/88)	
53.	Dade/Broward, FL	Storer	94,577	(5/88)	
54.	Boston, MA	Cablevision Co.	92,315	(6/88)	
55.	Pittsburgh, PA	TCI	91,000	(12/87)	
56.	Nashville, TN	Viacom	90,000	(5/88)	
57.	Chicago, IL	Group W	89,500	(7/88)	
58.	Worcester Complex, MA	Greater Media	89,497	(5/88)	
59.	Jackson MS/Monroe LA	ATC	89,000	(3/88)	
60.	Milwaukee, WI	Warner	88,126	(5/88)	
61.	Wichita, KS	Multimedia Cablevision	86,929	(12/87)	
62.	Las Vegas, NV	Prime Cable	86,852	(5/88)	
63.	Orange County, CA	Times Mirror	86,607	(4/88)	
64.	Greensboro, NC	ATC	86,000	(3/88)	
65.	Dover, Morristown, NJ	Sammons	82,871	(5/88)	
66.	Portland, OR	Rogers	82,587	(6/88)	
67.	Harrisburg, PA	Sammons Communications	82,334	(5/88)	
68.	South Bend, IN	Heritage	80,778	(5/88)	
69.	Oakland County, MI	United	80,584	(5/88)	
70.	New Orleans, LA	Cox Cable	80,348	(3/88)	
71.	Baton Rouge, LA	Daniels & Assocs.	79,586	(4/88)	
72.	Akron, OH	Warner	79,070	(5/88)	
73.	Hillsborough, FL	Paragon	79,000	(4/88)	
74.	Independence, MO	Jones Intercable	78,644	(8/88)	
75.	Columbus, OH	Warner	78,454	(5/88)	
76.	Indianapolis,IN	ATC	78,000	(3/88)	
77.	St. Petersburg, FL	Paragon	78,000	(4/88)	
78.	Naples, FL	Palmer Communications	77,934	(5/88)	
79.	Albuquerque, NM	Jones Intercable	77,599	(8/88)	
80.	Medford Complex (Boston Suburbs), MA	Warner	77,167	(5/88)	
81.	South Texas, TX	Heritage	77,166	(5/88)	
82.	Cleveland Heights, OH	Viacom	76,000	(6/88)	
83.	Allentown, PA	Service Electric	75,000	(9/87)	
84.	Melbourne/Cocoa, FL	ATC	74,200	(6/87)	
85.	Fayetteville, NC	ATC	74,000	(3/88)	
86.	Flint, MI	Comcast	72,923	(6/88)	
87.	Little Rock, AR	Storer	72,681	(5/88)	
88.	Providence/Warwick, RI	Times Mirror	73,605	(5/88)	
89.	Omaha, NE	Cox Cable	73,361	(3/88)	
90.	Ocean County, NJ	Adelphia	72,355	(3/88)	
91.	Lincoln, RI	Heritage	71,625	(5/88)	
92.	Contra Costa Co. CA	WestMarc Communications	70,642	(6/88)	
93.	Oklahoma City, OK	Cox Cable	70,371	(3/88)	
94.	Des Moines, IA	Heritage	70,148	(5/88)	
95.	Santa Monica, CA	Century	69,900	(12/86)	
96.	W. San Fernando Valley, CA	Cablevision Industries	69,378	(7/88)	
97.	Birmingham, AL	ATC	69,000	(3/88)	
98.	El Paso, TX	Paragon	69,000	(4/88)	
99.	Syracuse (suburbs), NY	NewChannels Corp.	68,617	(6/88)	
100.	New Haven, CT	Storer	68,082	(5/88)	